

**HITS  
FOR SALE**



**PRODUCTS**

**SHE NEEDS**

**BRANDING**

**SHE TRUSTS**

**INTERACTIVE**

**SHE CRAVES**

**CAMPAIGNS**

**THAT SELL**

# **ART+DESIGN**

# **SHE LOVES**

## **IN A WORLD UNDERGOING MONUMENTAL CHANGES**

what does it take to troubleshoot and turnaround a brand or a product? Who can predict the next mass market opportunity?

Cultural shifts have radically and permanently altered the female consumer, her identity, values, and needs. As a result, traditional methods of marketing, research and even design are now counter productive, and lead to loss of sales and marketshare. Although this new consumer is still in her youth, her purchasing power and influence will keep on expanding. Soon every industry will have to change to stay relevant.

3iying is the authority on this emerging female consumer, we've invested over 1400 days of immersive study with millennial female designers. Since traditional methods could not give us relevancy or authenticity, we had to pioneer a research and design methodology called GIRLAPPROVED. With this method 3iying can troubleshoot and reengineer old brands and products, or create entirely new and original ones. Either way it's guaranteed you'll get the girl.

# **ENTER**

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